

Educating the customer is the key in selling the product

Unlike consumer goods, capital goods cannot be tested. Customer has to buy your belief that your product is worth it. It's not just the equipment; it's the history of your equipment in the market and the ability to cater to their pain points is the key to customer service. Don't sell machines as an equipment, sell as a concept, share how they'll benefit out of. When we can think like our customer; we'll know what is better for them.

And one of the major hurdles that people in this industry face is - employees are not taken care of. As per my philosophy of working, employee is most important, then company and then customer. If we take care of my employee, they take care of the company, and both put together takes care of my customer and customer eventually will never have a problem. With a satisfied employee and a satisfied company, customers will always be satisfied. Walk an extra mile to your employees.

With past few decades I've come a long way implementing all these aspects & I can certainly vouch for it as it works. There needs to be a balance between restrictions and free-hand, either of them. we can

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proudly share, Mespac India has reached this stage in last 6 years while many others are struggling, it's not only because our machines are the best, because my employees are the best. Satisfied people gives you good scalable business. We always believe, do not force things upon people, let them make their own commitments and you'll be surprised their commitments will be much better than what you'd thought of. Then it's their responsibility to make it happen, because it's their commitment and not mine.

Where do you see India positioned globally in the Packaging machinery industry 10 years down the line?

India has a very big role to play. And I appreciate the steps taken by our respected Prime Minister Mr Narendra Modi on plastic usage. He emphasized on the point that plastic should be used in a way that it's recyclable and sustainable, which most of us have mistaken it for 'no to plastic'. If the industry looks into this aspect, we can deploy a circular economy wherein the produce is circulated properly.

Plastic is a wonderful by-product of petrol, unfortunately we humans do not use it efficiently. Industries need to look it with right perspective as it has already begun, some of them have initiated circular economy for PET bottles, pouches.

Packaging in India is just at the beginning stage. Everybody underestimates packaging industry; it's as big as the IT industry. The only major gap in the industry is

that it's unorganized, the enormous envisioned change will take time. With our PM Narendra Modi pushing the packaging sector, entire world has woken up. India is a huge market for the entire world, taking our population as a great advantage.

How can Indian Packaging Machinery Industries strategize to enter into foreign markets or expand further?

We have to be sincere and honest to what we produce. Indian brains are superior to any other in the world. The only caveat is the attitude taking shortcuts. Nothing in the world can beat an Indian brain following processes. Processes are a must for every company, however once processes are rolled out, the company should not compromise on any aspect.

We fix many things as a minor diversion from quality; we fix it temporarily and revisit it later. Even Germany cannot beat us if we really do what we want to do, there has to be no compromise when it comes to quality. Chandrayan, our first Indian lunar probe launched by ISRO, it symbolized Indian brains with an absolutely economical approach. They had few issues, they delayed the launch however rectified it first only then launched it and it was a grand success.

Cultures are good, but habits are bad. We give up intermittently, fix it with a jugaad and move on. Things are changing; however it'll take a long time before most of it changes as our habits and culture are evolving gradually but steadily. ■